



Week 1: Content Inventory

The content inventory involves documenting every web page on your site. Some problem sites could be so out of date it's not even worth conducting this inventory. If that's the case, just create your new site and when you're ready to launch, just take down the old files and put up the new. But many sites do have valuable content that you don't want to lose in the shuffle. And the content inventory can teach you a great deal about the site's content issues.

The content inventory enables you to identify:

- All the content on your site.
- Web pages that should remain.
- Web pages that should be deleted.
- Web pages that should be updated.
- Who "owns" the content on specific pages.

Process

To conduct the inventory, use an Excel spreadsheet. Copy and paste the web page address for each page on your website into your spreadsheet and make notations about its content.

The spreadsheet should have the following fields -- you may add others that are useful to your particular project. As you navigate your site's pages, fill in the fields in the spreadsheet.

- Page Title: The title or name of the web page.
- Page Web Address (URL): Copy and paste the url from your browser into your spreadsheet. It should look something like this: <http://www.mass.gov/ocd/>.
- Retain/Delete/Update: Mark which of these actions need to be taken during the migration.
- Page Owner: The name of the person responsible for the content on the page.

This exercise will help you identify any content that is 'ROT', e.g. 'redundant', 'out of date' or 'trivial'.

Useful reading: Doing a Content Inventory (Or, A Mind-Numbingly Detailed Odyssey Through Your Web Site) at

<http://www.adaptivepath.com/publications/essays/archives/000040.php>